

Theatre Owner's Son Appointed City Editor

Abe Mellinkoff, has been appointed city editor of the San Francisco Chronicle, according to a recent article in Editor and Publisher, national newspaper trade journal.

Mellinkoff is the son of Albert Mellinkoff, partner of the Milstein-Mellinkoff Theaters—operators of the three theaters in Torrance.

He has been with the Chronicle since 1935, except for wartime duty with the Army as a lieutenant colonel in the combat intelligence section.

Henry Wallace, head of Progressive Party: "Communism is a religion, and like all religions it cannot be contained by force—it can be stopped only by a superior idea."

Reflections

By J. Hugh Sherley, Jr.
Do We Need Salesmen?

Shall we dispense with the winsome smile of a baby? Should we forego the advice of our doctor? Can we afford to ignore the most wonderful of salesmen—our ministers? I think the answers are obvious; the baby sells love, the doctor good health, and the minister spiritual peace.

The type you are reading was sold by a salesman. The boy who delivers your paper is a salesman. The typewriter I use, our clothing, food, the automobile we drive, radio or television we enjoy were sold to us by a salesman.

Our President sells National stability, mothers sell character to their children while fathers sell nobility of labor; go where you will, there you will find salesmen at work; and if you don't, that place isn't worth visiting.

The Atom bomb is inconceivable destruction, yet it is a dot in the universe compared to the constructive force of a salesman. Do we need salesmen? We can't do without them.

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JUDGING FROM JUNIOR'S REPORT CARD HE'S ON HIS WAY TO BECOMING ANOTHER QUIZ KID. IT ALL COMES FROM WATCHING THOSE EDUCATIONAL PROGRAMS ON THE TELEVISION SET WE JUST BOUGHT AT—

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Local Graduate Now at Woodbury

Robert Schimmick, son of Mr. and Mrs. Emory Schimmick, 4130 Langley avenue, China Lake, and formerly of Torrance, has been accepted as a student at Woodbury College.

Selecting sales management as his major, Schimmick started his studies this past week with the beginning of the winter quarter.

A graduate of Torrance High School, Schimmick served with the United States Navy during World War II.

In Redondo Masonic Rites

Among the officers installed in the Royal Arch Masons, Redondo Chapter No. 101 on Tuesday night, January 3, were two men from Torrance.

They are: George A. Bradford Jr., 1323 Beech avenue, Chaplain.

Other officers who were installed, to assist Companion Cooling in serving the Chapter for the ensuing year, included Oliver J. Lewis, Scribe; Harry W. Debridge, Treasurer; William J. Henderson, Secretary; Robert F. Nielson, Captain of the Host; Carl E. Wallis, Principal Sojourner; Harry A. Beerup, Royal Arch Captain; Thomas H. Lewis, Master of Third Veil; Charles M. Look, Junior Master of Second Veil; Wallace R. McMullen, Master of First Veil and Excellent Companion William M. Sutherland, Sentinel.

Ray A. Patterson, Past High Priest of Inglewood Chapter No. 131, installed the officers with the assistance of Charles H. Mounce also a Past High Priest of Inglewood, acting as installing Marshal.

Pre-natal Class To Start at Night School

A new class, regarding expectant motherhood will be held each Tuesday afternoon, 1:30 starting January 10 at Torrance Episcopal Church across Englewood avenue from the Torrance Memorial Hospital.

The class is free to all adults, men and women. It is sponsored by the Los Angeles County Health Department and presented by the Torrance School of Adult Education.

Subjects in this course include hygiene of pregnancy, how the baby grows, nutrition of pregnancy, labor and delivery, care of the new born, and the problem child.

The instructor of the course is Lorraine E. Lowery, registered nurse and public health nurse with the county health department. Miss Lowry has had wide diversified background with the training of mothers, fathers, and children, with the Los Angeles County and Los Angeles City Health Departments, and with the Children's Home Society in Los Angeles.

The class will continue for twelve weeks and will be practical, simple, down-to-earth treatment in simple terms, of the birth and care of babies.

New Chevrolet Unveiling Set For Saturday, Jan. 7

The 1950 Chevrolet, replete with new body and engine designs, will get its local debut Saturday, it was announced yesterday by Paul Loranger, operator of Paul's Chevrolet at 1640 Cabrillo avenue.

Claimed to be the lowest priced car in the standard automobile field, the new Chevrolet

will feature 14 Styleline and Fleetline body types. Extra room is provided in two-tone Fisher designed interiors. Among many other features is center point steering and curved "panoramic view" windshield.

Possibly the greatest improvement in the Chevrolet line is its new automatic class. A new power glide auto transmission does away with clutch pedals and gear shifting. The automatic shift is operated with the 105 horsepower engine. Innovations in the standard shifting class are the power jet carburetor and more powerful valve-in-head engine.

Two flats at time. One flat tire is bad enough. Two, according to the National Automobile Club, are almost more than the most patient motorist can stand. Yet two flats at one time are not uncommon. In addition to the one on the wheel, many motorists find that the spare also is flat as a result of not having been checked up when the other tires were being inflated. The spare should be inflated every time the other tires get attention.

Welcome 1950 Customers

As the New Year begins we extend a hearty welcome to all of our 1950 customers. Those of you who have been shopping here during the past year know that we appreciate your coming. We are continually attempting to make your shopping a pleasure by offering quality, well known foods at reasonable prices. To those of you who are new, we hope that you will find our market all you expect when shopping for your food needs.

Fresh - Large Grade A EGGS 48¢ doz.	Silver OLEO 19¢ lb	Globe A-1 FLOUR 10 Lb. Bag 77¢	3 Lb. Tin SPRY 73¢
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Kraft Dinners 2 For 25¢	Sta-Krisp - 1-Lb. Box CRACKERS 17¢	Chopped OLIVES 4 1/2 Oz. Can 5¢	Hunt's Country Style Pickles 12¢	Sperry — 28 Oz. Pancake Flour 23¢
Rosé Brand - 1-Lb. Jar P-Nut Butter 27¢	Cock 'O the Walk PEARS 23¢	Lge. Pkg. Bisquick 39¢	No. 2 Can Sauerkraut 10¢	Ex. Stand. No. 303 Can Cream Style CORN 10¢
Chubby - Tall Can Dog Food 4 For 29¢				Star Kist TUNA CHUNKS 28¢

LARGE — SWEET — NAVAL ORANGES 5 LBS. 23¢	EX. FANCY — PKG. TOMATOES 17¢ PKG.	U.S. NO. 1 WHITE ROSE POTATOES 10 LBS. 29¢	SWEET ALGIERS TANGERINES 3 LBS. 25¢	Ex. Fancy, Wash., Lge. Red, Del. APPLES 4 LBS. 29¢
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Hickory Smoked - Tenderized - 6 Lb. Av. COTTAGE HAMS 42¢ lb	Eastern Grain-Fed Rib End — 3 to 5 Lb. Size PORK LOIN ROAST 37¢ lb	Eastern Corn-Fed Pork SPARE RIBS 34¢ lb	Lean — Steer Beef 7-BONE ROAST 43¢ lb
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BABY BEEF CHUCK ROAST 35¢ lb	NEW YORK DRESSED Stew. Chickens 29¢ lb	MILK FED Leg Of Veal 29¢ lb	FULL SLICES BEEF LIVER 39¢ lb
LEAN STEER SWISS STEAK 49¢ lb	SLICED—LING COD STEAKS 23¢ lb	FRESH, LEAN GROUND BEEF 35¢ lb	BABY BEEF — STEER ROUND STEAK 55¢ lb
GRAIN-FED—PORK NECK BONES 12¢ lb	MORRELL'S-PRIDE Canadian Bacon 95¢ lb	SELECT STEER BEEF BRAINS 13¢ lb	COLUMBIA RIVER SMELTS 15¢ lb
BULK—PORK SAUSAGE 29¢ lb	EASTERN—SLICED—SPICED Luncheon Meat 39¢ lb	BABY BEEF RIB STEAK 45¢ lb	SPECIAL Rock Fish Filet 25¢ lb

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